

Grand Organ, 9, 11 and 4:50.
Chimes at Stroke of Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Striving Always to Make the Store a Better Place to Shop In

"To Make the World Fit to Live In"

is the phrase in use every day by statesmen and journalists and among the "common people," which Abraham Lincoln well translated into "the plain people."

"What's the matter with the world, anyhow?" said a speaker on the street corner. "Didn't the Maker of it on its first sixth day examine it Himself and pronounce it 'very good'?"

Not many changes have taken place in it in the thousands of years except as men have dug up its iron ore, coal, copper, gold and silver, bridged its streams and wound iron rails around its canyons and over its prairies.

Whatever's wrong with the world, if so it be, must hark back to the men and women who populate it, and the training of their homes and schools.

At this moment of the high-tide of patriotism, large thinking, comprehensive planning, lofty statesmanship overflowing the two hemispheres, is it not incumbent upon each of us to do something, even if it be but a little thing, to make the city, the home, the school, the office, the workshop, a better place to live in?

[Signed] *John Wanamaker*

Feb. 5, 1913.

Spring Millinery Fashions for Women Who Wear Black—a Special Showing

You will find them in the Salon devoted exclusively to black and mourning millinery—a distinctive and new collection of black and black-and-white hats.

There are a number of new black crepe and rough straw hats—these with the upturned brim that is so youthful and becoming to many women.

New, too, are the hats for more formal wear—hats of white crepe Georgette, with slightly drooping brims, new straight crowns and embroidery of black straw and black ribbon.

They are of that medium size which is large enough for becomingness and comfort—

and smartness, we might add. We will be very pleased to show them to you.

(Second Floor, Chestnut)



New Spring Skirts Cosmopolitan in Taste

For being of black or navy blue, you can wear them with anything and everything, and they are therefore a very economical investment.

Please note that prices are in some cases exactly, in others very nearly, what they were before the war.

There is a pretty youthful style in silk-and-cotton poplin fully gathered with novel pockets at \$5.75.

Or for the same price a tailored all-wool serge with gathered back. In extra sizes this is \$6.50.

Then at \$10.75 is a very attractive-wool poplin with the new gun pockets and rows of buttons for trimming. In extra sizes, \$12.75.

(First Floor, Central)

Ready With the New Spring Suits in the Young Women's Salons

And they are the most delightful suits imaginable! So piquant, so smart and youthful and Springlike are the new models it would be a pleasure to wear most any one of them. There is quite a tendency toward straight, youthful lines; belts are very narrow—and so are shoulders. Sleeves are quite tight and embroidered vests are much in evidence. Gay bits of embroidered silk peek from the sides and give dark-hued coats just the touch of smartness they need.

There are many vests and better suits of fine blue gabardine, serge or tricotine; there are country suits of wool jersey and roughish tweeds; there are clear, pretty shepherd checked suits, and very tailorish models of smooth, dark cloths.

They are beautifully made, these new suits, are richly lined and finished, and range in price all the way from \$72.50 to \$78.50. 14 to 20 year sizes.

(Second Floor, Chestnut)

We Planned These Women's Shoes to Use Up Some Buckskin

that the manufacturer had on hand, and by eliminating waste and getting full benefit of the buckskin we succeeded in bringing the prices of the shoes down.

All are high lace boots with fawn buckskin tops and Cuban walking heels.

Patent leather or dark tan calfskin vamps, \$10.

Dull black calfskin vamps, \$9.

(First Floor, Market)

Kabo Corsets—\$1.50 and \$2

Plain pink batiste, topless with an elastic banding around the top and at the waist line, \$1.50.

A long low bust model, lightly boned, also in pink batiste, \$1.50.

A pretty pink broche, \$2.

(Third Floor, Chestnut)

Still the Wonder Grows About This Sale of Silks

EVEN silk merchants have come in to ask us how we were able to get so many fine silks to sell for such small prices.

There are still plenty of the best silks left. The variety is excellent and with the present condition of the silk market there is little chance of silk prices coming down to anywhere meeting these economies.

French and American foulards, 36 inches wide, \$1.65; 40 inches, \$2 a yard. These together with the foulards at \$3, \$3.50 and \$4 a yard constitute the best assortment in this city.

Fine satins in street shades, 75c a yard.

(West Aisle and First Floor Chestnut)

36 inches wide, \$2 a yard. Colored Shantung sports silks in printed stripes, checks or borders, \$2 a yard. Georgette crepes, plain colors, 40 inches wide, \$1.65 a yard.

Black or navy blue Georgette crepes, \$1.50 a yard. White sports satin, 40 inches wide, \$3 a yard. (A different make, but the same in appearance as that at \$1.50 more in everyday stock.)

Black silks, various kinds, \$1.65 to \$3 a yard.

Wash satins, blue, flesh, lavender or white, \$1.75 a yard.

Chinese Shantung pongees, 75c a yard.

Here Come the New Tricolette Dresses for Women

Very straight in line they are and clinging just a trifle round the ankles as the present fashion dictates.

All their effect of novelty really depends on certain new phases of treatment—for instance, the lower half of a sleeve will be wholly of crocheted silk, with a deep insertion of the same in the coat opening over a beige crepe vest. Or a tunic dress will have the oddest and longest of fringe, sparsely arranged on the tricolette. Or there will be floating panels in the back that suddenly cling to the bottom of the skirt and become a border at the sides. There are no two dresses alike.

Colors are pale pink and white, certain bright hues and the inevitable black and navy.

Prices are \$55 to \$180.

(First Floor, Central)

Pink and Blue Pajamas

Or rather pink trimmed with pale blue—blue pipings and pockets; they are "Billy Burke" in style and nearly as fetching as if French fingers turned them out.

The price is \$3.50. Others of pink batiste, blue madras and striped cream voile and cotton crepe are \$2.75 to \$3.75.

No wonder women—and especially college girls like them!

(Third Floor, Central)

Sheer Shirtwaists With a Little Color

Perhaps it is because women's eyes are weary of the sober and simple colors which have obtained all winter, but the little gleams of green or blue or heliotrope are undoubtedly welcome.

The waists are mostly of plaid or fancy voile, and prices are \$2 and \$2.25.

Other new voile waists—all white and more or less fancy—are \$2 and \$3.50.

(Third Floor, Central)

New Spring Skirtings in Checks and Plaids

So pretty that one knows immediately what lovely skirts they will make, and they are the newest of Spring fashions.

Small velvet checks in black and white, tan and blue or blue and white or large black and white or colored plaids; some of velvet, others of worsted. All are 54 inches wide and \$5.50 and \$6 a yard.

(First Floor, Chestnut)

NORWOOD FERNS, crisp and curly and thick, are 50c a pot; birds' nest ferns, \$2; the pandanus, with its long, grass-like leaves, is \$2. Canaries are close beside them. Price \$10 each. (Fourth Floor, Market.)

NEVER were there so many requests for artificial flowers. Geraniums, American Beauty roses, sweet peas, forsythias—all are here. (Fourth Floor, Market.)

IN a fresh consignment of Philippine baskets there are some charmingly plaited telescopes in hexagonal shapes, not to mention a dozen other types of baskets not shown before. (Fourth Floor, Central.)

SEVEN kinds of electric washing machines—no wonder it's easy for housewives to find the kind they want. (Fourth Floor, Central.)

HERE are electric irons, percolators, chafin dishes, heat-ers, dish washers, ranges, and even fountains, all made for the home of the most approved type. (Fourth Floor, Central.)

RADIUM BEADS are clever little devices to attach to pendant electric light sockets so that you can always find the electric light in the dark. 35c. (Fourth Floor, Central.)

HITHERTO the high-low lamps have been made in carbons only; now they come in Mazda form for \$1. Nothing more useful for halls, bathrooms, sickrooms. (Fourth Floor, Central.)

HANDY little objects to have around in case the lights go out are fuses and flashlights—the latter of the most approved designs. (Fourth Floor, Central.)

A GOOD general household disinfectant is Septol, at 25c, 50c and 75c a bottle. (Fourth Floor, Market.)

About Sleeping and Snoring and Mattresses

The mattress is the piece of furniture on which we spend approximately one-third of our lives—some people, belonging to a higher order of nature, even more.

"It's nice to get up in the morning" if the mattress is uncomfortable, "but it's nicer to lie in your bed" if the mattress and the bed coverings "feel good."

The old slogan regarding sleep—six hours for a man, seven for a woman, eight for a hog—is all nonsense. It was written before people had learned how to make mattresses and, generally speaking, how to live.

Nobody knows how to live who doesn't know how to sleep.

Some say that nobody knows how to live or to sleep except the one who knows how to snore. The best snorers have ever known have been fat, good-natured, broad minded—many of them broad-backed—people. It seems to us that the gifted, raucous snorer is born, but there is a belief that the gift can be cultivated. Mental attitude toward life is said to have much to do with one's enjoyment of sleep, and consequently with proficiency in the art of snoring.

Physical attitude has much to do with it also. A good, sound, sweet resilient mattress imparts a distinct zest, a note of joy to the music of the classic snorer.

Anyhow, the mattresses in this, our February Sale, are the kind that give one an entirely new outlook regarding this question of sleep in its relation to human happiness, also in its relation to alarm clocks.

The difference between the man who greets his "alarm" with a smile when he wakes in the morning and the man whose feelings would be considerably relieved if he could just dash it against the wall.

These mattresses of ours are right and so are the prices.

(Sixth Floor, Chestnut)

"EVER heard of the 'Carpet Rejuvenator'?" It's sole mission in life is to brighten carpets. 50c and \$1 per can. (Fourth Floor, Market.)

BRILLO is one of the best of aluminum cleaners, and it costs only 25c a package. (Fourth Floor, Market.)

AN electric heating pad for the sleeping-porch bed is always dry, and is protected by thermostatic bars that govern the heat control. Price \$9.50. (Fourth Floor, Central.)

SPRING sewing thoughts are buzzing in feminine heads just now, and the portable sewing machine is the latest wrinkle to help the sewing along. \$39.50 to \$58.50. (Fourth Floor, Central.)

PRUNING and spraying must soon be done; here are the "sprayers" solutions and pruning shears—some of the latter small enough for small hands to wield. (Fourth Floor, Central.)

A Furniture Sale So Fine and Interesting in General Is Bound to Be Interesting in Detail, So Now We Get Down to Particulars

We have said a good deal about the quality of Wanamaker furniture, and as long as we sell furniture we shall never cease to emphasize the question of quality, for, after all, quality is the vital thing.

It is nothing new, however, for people to know that Wanamaker furniture is furniture of quality and that the whole great framework of these sales is held together by just that one thing—quality, reliability in the furniture itself.

Apart from this, people will like to know wherein the Sale is particularly interesting to them. We can tell them that there is only one way to find out what a Sale of such unmatched scope and magnitude means to them, and that is to come to it.

Everything we have said about it so far has been in general, but common sense will tell you that an event which has become so great and comprehensive is bound to be of extraordinary interest when looked at in detail.

So now we are going to present details of some of the things you will find here, even though we can never print more than a fraction of the thousands and thousands of things which this sale brings.

Bedroom Suits at Savings of 10 to 25 Per Cent

\$151 for a 4-piece bedroom suit, ivory enamel, Sheraton style.

\$275 for a 6-piece bedroom suit, ivory enamel, Windsor style.

\$293 for a 5-piece bedroom suit, ivory enamel, Louis XVI style.

\$340 for a 6-piece bedroom suit, ivory enamel, William and Mary style.

\$370 for a 6-piece bedroom suit, ivory enamel and decorated, Chinese Chippendale style.

\$411 for an 8-piece bedroom suit, mahogany and decorated, Colonial style.

\$455 for a 5-piece bedroom suit, mahogany and decorated, Louis XVI style.

\$595 for an 8-piece bedroom suit, mahogany and decorated, Georgian style.

\$650 for a 6-piece bedroom suit, walnut and gold, Louis XVI style.

\$718 for a 5-piece bedroom suit, figured mahogany, Chinese Chippendale style.

\$871 for a 7-piece bedroom suit, mahogany, Georgian style.

\$935 for a 5-piece bedroom suit, walnut with glass tops, Louis XVI style.

\$1075 for a 7-piece bedroom suit, ivory enamel with glass tops, Louis XVI style.

\$1149 for an 8-piece bedroom suit, mahogany, Louis XVI style.

(Jewelry Store, Chestnut and Thirtieth)

New Cuff Links for Men Liking Fine Jewelry

One pair is of platinum with engine-turned stripes. It is \$70. Another pair is of gold, set with a tiny diamond in the center, \$30.

Just new is a platinum gallery mounting at the sides with a flat face set with a diamond, \$225. Probably the handsomest of all is a pair of platinum links with engine-turned stripes crossed by a bar of diamonds. This pair is \$350.

(Jewelry Store, Chestnut and Thirtieth)

Oddments of Children's Sweaters

Some are wool and some are silk, but all have come down in the world by reason of being broken sizes or a little mused, and all are in a hurry to be worn by young owners.

Colors: bright.

Sizes: 26 to 36 bust measure.

Prices: \$3 to \$10—a third to a half less than when they were new.

(Third Floor, Chestnut)

New Silk Handbags

Medium-size bags of an excellent quality silk in black, navy, taupe and brown.

They have round frames of tortoise-shell finish celluloid and tassels.

Price \$6.75.

(Main Floor, Chestnut)

Dining Room Suits at Savings of 10 to 25 Per Cent

\$192 for a 10-piece dining room suit, figured birch, William and Mary style.

\$270 for a 10-piece dining room suit, walnut, William and Mary style.

\$320 for a 4-piece dining room suit, mahogany, Chippendale style.

\$350 for a 10-piece dining room suit, mahogany, Queen Anne style.

\$445 for a 10-piece dining room suit, mahogany, Chippendale style.

\$490 for a 4-piece dining room suit, mahogany, Heppelwhite style.

\$500 for a 10-piece dining room suit, walnut, Jacobean style.

\$530 for a 4-piece dining room suit, mahogany, Heppelwhite style.

\$670 for a 10-piece dining room suit, mahogany, Queen Anne style.

\$750 for a 10-piece dining room suit, mahogany, Georgian style.

\$840 for a 10-piece dining room suit, walnut and inlaid, Heppelwhite style.

\$1025 for a 10-piece dining room suit, inlaid mahogany, Sheraton style.

\$1240 for a 10-piece dining room suit, walnut, Renaissance style.

\$1445 for a 10-piece dining room suit, mahogany, William and Mary design.

(Seventh Floor, Central)

Herez and Serapi Carpets Stand Out in the Oriental Rug Sale

By reason of their bold and striking designs they stand out in any collection of woven goods.

Grounds of red are enlivened with figures in ecru, ivory and blue, the whole effect being one of boldness and vigor, characteristic of the tribes that wove these pieces.

We secured this lot for selling at very attractive prices.

11.8x8.8 ft., \$265.

11.10x7.9 ft., \$365.

11.8x8.2 ft., \$297.

6.10x6.6 ft., \$185.

10.7x8.5 ft., \$289.

18.4x12.4 ft., \$1187.

12.7x9.4 ft., \$395.

12.1x8.3 ft., \$325.

12.9x8 ft., \$475.

11.1x8.5 ft., \$2791.

18.5x12.1 ft., \$1183.

20.2x12.1 ft., \$1185.

(Seventh Floor, Central)

Room-Size Domestic Rugs in the February Sale

While you are admiring the beauty and diversity of the patterns, please bear in mind that prices are a fourth to a third less than similar rugs are selling for generally.

9 x 12 Ft. Size

Wilton rugs, \$57.50 to \$79.50.

Axminster rugs, \$39.50 and \$46.

Tapestry Brussels rugs, \$29.50.

8.3 x 10.6 Ft. Size

Wilton rugs, \$55 to \$77.50.

Axminster rugs, \$37.50 and \$42.50.

(Seventh Floor, Central)

Hot Water Bottles

Plenty of good kinds here, in the useful and convenient two-quart size—\$1 to \$2.50 each.

They are all guaranteed, too.

(Main Floor, Chestnut)

How Much Would You Pay for a Counterfeit Dollar?

Not one cent.

The fact that it might look like a real dollar and might be passed for a real dollar would give it no value in the eyes of an honest person.

You know that there is just one dollar worth 100 cents in this country, and that is the one made by Uncle Sam himself. Other people may imitate it, but the imitation is always found out.

That Is the Way in Pianos

There is a certain limited group of worthwhile pianos in America, and every musician knows which they are.

There are hundreds of counterfeit pianos that look like real pianos and may even sound like them for a while, but sooner or later the sham will show through.

Why take a chance on an inferior piano when the dependable makes are so well known and their merits so definitely established that the purchase of one insures satisfaction?

Chickering
Schomacker
Emerson
Haines Bros.
Lindeman
Marshall and Wendell

(Egyptian Hall, Second Floor)



J. C. Campbell and the celebrated Knabe

Here are eight of the most noted pianos in America. Ask any musician what he knows of them. Unless he has an axe to grind he will tell you that three of them are among the first dozen pianos of the world, and that none of them has a superior at its price.

We have these instruments in over fifty different styles of pianos, player-pianos and reproducing pianos, and this is the only place in Philadelphia where they are sold. You can buy any one on convenient terms if you like.